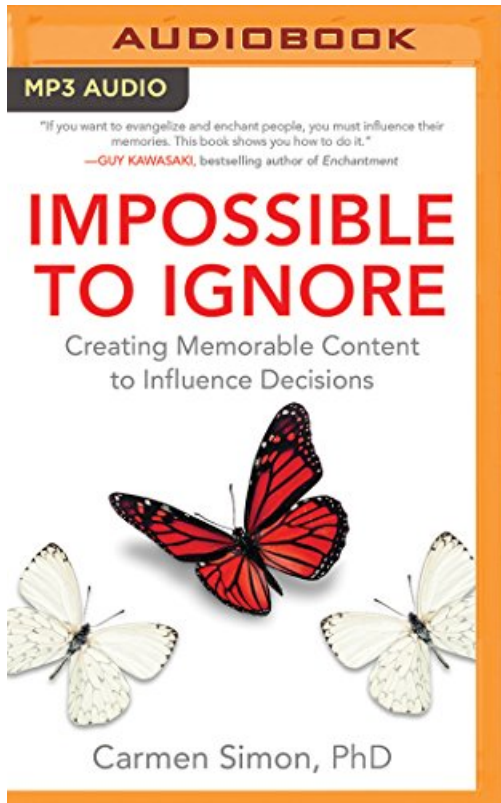


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## Book details



## Book Synopsis

A groundbreaking approach to creating memorable messages that are easy to process hard to forget and impossible to ignore—using the latest in brain science